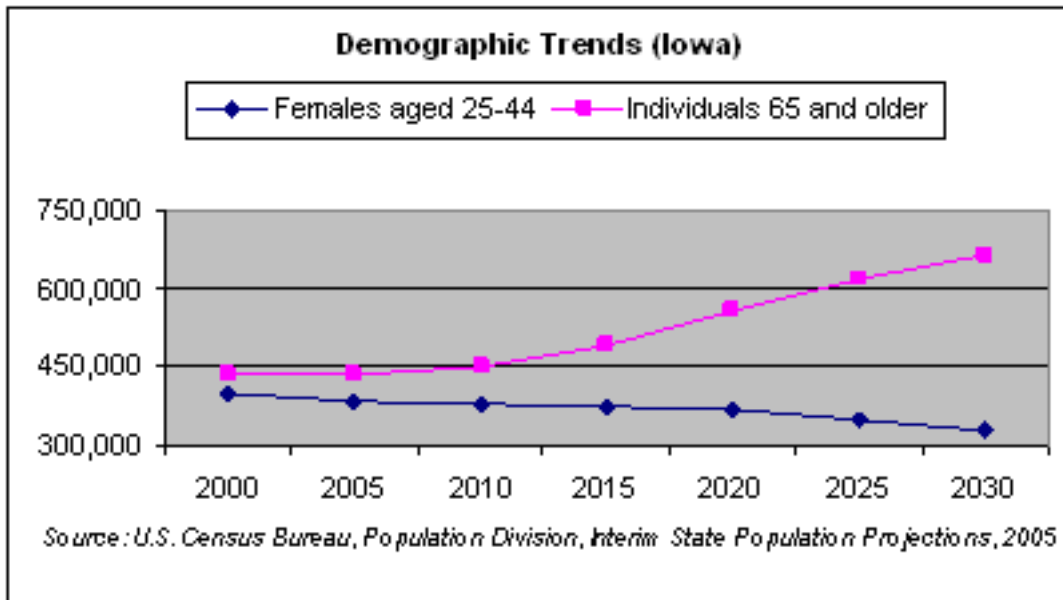




# Iowa's Care Gap



Source: PHI

As Iowa's older population increases, the traditional source of new direct care workers (women aged 25 - 44) is projected to shrink over the next 20 years, leaving Iowa with a shortage of direct care workers.

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Totaling 50,000, direct care workers are Iowa's largest occupation.

3 of the top 10 high growth/high demand jobs in the coming decade are in direct care!

12,000 additional direct care workers are needed in the coming decade to meet the growing demand for services.

## ***The problem?***

Direct care positions are among the most difficult to attract Iowans to, and retain them in, due to low wages, poor benefits and few opportunities for career advancement.

## ***The challenge?***

Make direct care jobs better jobs--ones that more Iowans will want to enter and stay in!

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